

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

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A REAL BREAKTHROUGH IN SMOKING.

DE-CAF INSPIRES DE-NIC®

DE-NICOTINED TOBACCO.
THE SMOOTH TASTE OF A LIGHT.

A MILL OF BEANS HELPED PERCOLATE THE NEXT BREAKTHROUGH IN SMOKING. ■ NEXT® DE-CAF ■ THE ONLY CIGARETTE WITH LESS THAN 0.1 MG OF NICOTINE MADE FROM DE-NICOTINED TOBACCO. IT'S A UNIQUE PROCESS THAT WORKS MUCH THE WAY THAT COFFEE IS EXTRACTED NATURALLY FROM COFFEE BEANS. ■ THE RESULT IS A SMOOTHER CIGARETTE WITH THE SMOOTH TASTE OF A LIGHT. ■ AVAILABLE IN REGULAR AND MENTHOL, KINGS AND 100'S.

WHAT WILL YOU THINK OF NEXT?



RECENT ANALYSIS INDICATES CIGARETTES
CONTAINING LESS NICOTINE AND TAR
ARE LESS LIKELY TO CAUSE LUNG DISEASE

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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9 mg "tar," 0.1 mg nicotine av.
per cigarette by FTC method.



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